

**ACT Systems Logo and Branding Brief**

**Deadline:** 9th March 2022

**Budget:** £TBA

**ACT Systems Contact:** To be determined by ACT

**About ACT Systems**

Founded in 2003, ACT Systems Ltd is a premium Cloud-first IT company offering IT support services, consultancy services, hardware procurement and other MSP (Managed Service Provider) solutions.

ACT Systems Ltd has been a Microsoft 365-approved CSP (Cloud Solution Provider) since 2016 and manages Azure resources with the value of £250k + and Microsoft 365 licensing of £500k + per annum.

With a team of experienced technical staff skilled in a wide range of technologies, ACT Systems Ltd has worked with some of the top accountancy, energy, progressive pharmaceutical companies, and other leading professional services companies.

**ACT Systems Logo and Branding Objective**

ACT Systems is upgrading its brand assets, marketing collateral and website. The company is seeking a graphic designer's expertise to develop a style guide that creates brand consistency and communicates to internal and external stakeholders how to position the ACT Systems brand when assigned tasks relating to the brand. The brand style guide should have information about the logo and clear usage guidelines, a recommended font to use, a colour profile including HEX code, RGB, CMYK, Pantone codes, and iconography recommendations. Details about the company tone, voice and photography usage will be added by ACT Systems.

**Logo**

ACT Systems will continue to use the main ACT Systems logo but requires a refresh on how the tag line, ‘IT SUPPORT FOR THE AMBITIOUS BUSINESS', is used when in combination with the main ACT Systems logo. The current font, colour and size of the tagline need to be addressed.

As the ACT Systems logo will be used in varied environments, it is important that the logo is provided in multiple colour formats. ACT Systems uses the company in the following two ways depending on the context:

* ACT Systems logo without a tagline
* ACT Systems logo with a tagline

**Colour**

ACT Systems uses a combination of grey, green, and black in the company branding. The company requires standardisation in the use of colour across all media formats. The company needs a designer to set the colour profiles to be used based on what is currently in the logo and existing palette, and provide the details for HEX, RGB, CMYK and Pantone codes.

In addition to this, ACT Systems is looking for recommendations for secondary colours that can complement the primary colours that are used with the brand. This is important for the company brochure, website and graphics created for digital marketing.

**Fonts and Typography**

ACT Systems is looking for a font that the company will use as its primary font. It is important that it is crisp, easy to read and reflects a progressive company. Typography recommendations are also required.